

A MILLION CARPENTERS

and masons could not rebuild the homes of France in five years, even if they had the material and labor saving devices. The development of the resources of Russia will tax this country's producing facilities to the limit. The time has come to prepare both mentally and materially for our task. We must allay the fears of the timid. We have no time for talking hard times, panics and financial stress. We must prepare for action.

A great many manufacturers in the Eastern and Central States will be kept busy sending their large output to stranded Europe. This condition should be made the reason for the people throughout our trade territory to buy home manufactured products. We feel we are not asking too much of the citizenship of this entire Southwestern Country when we ask them to try to support these local manufacturers, if the price of their goods and quality is satisfactory.

Do not forget that every time you buy an article made in El Paso, practically 50% of the purchase price remains permanently in your city, and it stands to reason whether you will be owner of a modest home in Government Hill or the owner of the best business building in El Paso, it is to your interest to keep as much money as is spent in El Paso right here at home.

We are going to ask you to sign the following card and mail it to Mr. W. S. McMath, 520 West San Antonio St., Secretary of our Manufacturers' Association. It will cost you but a 2c stamp to do this and will give this Manufacturers' Association encouragement to continue aggressively to go after the El Paso trade, and trade throughout this Southwestern section. If you live in Bisbee, Deming, Sanderson, or in any of the good towns of Arizona, New Mexico and West Texas that are tributary to El Paso, we would certainly appreciate your signing this card and joining the

Southwestern Home Guards

We believe you are more interested in El Paso than you are in Detroit, Kansas City or Omaha, and that is all that your signature to the following will mean.

We of course want you to buy what is made in your own town first, but if it is not made there we want you to buy it in El Paso before going a greater distance, because we are more interested in you than we are in people living in the North and East and we believe you should be and are more interested in us. So please cut out this pledge, and it is really no pledge, for we simply ask you to try to remember to buy our products made in this Southwestern section and mail it to our Secretary, as the more of these signed cards we receive the more encouragement we will feel account co-operation from our entire section in the building up of this Southwest country. It is up to the present citizenship of the Southwest to put the Southwest on the map. No one else will help us, for after all—

Another cannot strive for thee,
To thee his gain of conquest bringing
The only real gain must be—
Blood of thy blood within the springing.

Won't you please co-operate with us and we will promise to co-operate with you? If any of you in this entire territory want information or want any errands done for you in El Paso, or any messages sent to anyone here that cannot be handled as well by letter as in person, write any of us and if the one who receives your letter is not in position, or has not an automobile handy to do it for you, he will call up some other one of us who will be in shape to do your errands.

PLEDGE

Those who went "over there" made it possible for us to have "home fires." It is up to us to get business back to normal by the time the boys come home. You can do this by joining the Southwest Home Guards and signing the following: It is my intention to in every way possible try and remember to order goods that are made in my own city and section, prices and quality of course being equal and by doing so leave a part of the purchase price in the place I call my home, so that me and mine will share in the development that is bound to come to us.

PLEASE SIGN HERE.....

ADDRESS.....

PLEASE HANG THIS PAGE IN A CONSPICUOUS PLACE IN STORE, OFFICE OR FACTORY.

GLENN BROOM MFG. CO., INC.—Brooms.

KRAKAUER, ZORK & MOYE'S S. L.—Desert Plant Cutters, Centrifugal Pumps, Nixtamal Mills, Tortilla Makers and Southwestern Specialties.

WM. S. McMATH PRINTING CO.—Commercial Printing, Catalogues, Blank Book Makers.

MOORE-SCHILLINGER CO., INC.—Ornamental Iron and Wire Work, Fences, Fire Escapes, Settees, Building Iron of Every Description.

DARBYSHIRE-HARVIE IRON & MACHINERY CO.—Structural Shapes, Plates, Bars, Castings, Mining and Milling Machinery, etc.

KOHLBERG BROS.—Manufacturers of La Internacional, Safety First, Capitana and Little Queen Cigars.

SOUTHWESTERN PORTLAND CEMENT CO.—"El Toro" Portland Cement.

VICTORY PISTON RING MFG. CO.—"Victory" Piston Rings.

EL PASO OPTICAL CO.—Manufacturers of Spectacles and Eye Glasses.

R. L. DANIEL FURNITURE & MATTRESS FACTORY—Mattresses, Rebuilt Furniture and Special Furniture.

AZAR BROS.—Candy.

GLOBE MILLS—Flour, Cornmeal, Peerless Poultry Feeds and Feeds of all Kinds.

SOTOL PRODUCTS CO.—Sotol Molasses, Mixed Feed, Sotol Fibre Packing for Upholstering and Casket and Coffin Upholstering.

FANT COFFEE CO.—Coffees, Teas, Spices, Extracts, Laundry Bluing, Bottlers of Vinegar and Salad Oil.

EL PASO BRICK CO.—Face and Common Brick, Fire Brick and Tile, Hollow Building Tile, Silo Blocks.

INTERNATIONAL BRICK CO.—Brick, all kinds.

EL PASO TRUNK FACTORY—Trunks and Sample Cases.

EL PASO SASH & DOOR CO.—Woodwork, Fixtures, Mirrors, Art Glass.

H. WELSH CO.—Manufacturers of Sheet Metal Goods, Running Board Canteens, Strap Canteens, Running Board Ice Boxes.

SHARP-ELLIOTT MFG. CO.—Tri-State Macaroni Products, Sunny Monday Bluing and Ammonia, Nixtamal.

PAN-AMERICAN COFFEE CO., INC.—Roasters and Packers of Blue Label Brand and Red Label Brand Coffee.

H. NORWALD & CO., INC.—The Dixie Mattress.

COMMUNITY MILLING CO.—Flour, Meal, Feed.

EMPIRE BOTTLING WORKS—Beverages, Carbonating Apparatus, Cider, Vinegar and Extracts.

EL PASO BREWING ASSOCIATION—Bravo, The Drink Supreme.

TUTTLE PAINT & GLASS CO.—Paint Products.

HILLS, SUTTON & WHITE MFG. CO.—Tanks and Sheet Metal Products.

WESTERN METAL MFG. CO.—Culverts and Flumes.

EL PASO VALLEY CANNING CO.—Del Norte Select and El Paso Brands Canned Pinto Beans in Chile and Tomato Sauce, Puree of Tomatoes, Tomatoes, Sweet Potatoes and Bartlett Pears.

LABOR ADVOCATE—"Union Label Printers," W. J. Moran.

THE EL PASO FOUNDRY & MACHINE CO.—Manufacturers of Mining, Milling and Smelter Machinery.

CLARKE MATTRESS & RUG CO.—Manufacturers of Mattresses and Rag Rugs—Renovators and Cleaners.

SOUTHWESTERN PLANING MILL—Manufacturers of Sash, Doors, Mill Work, Coffins and Casket Boxes.

EL PASO REFINING CO.—Shortening, Cotton Seed Products, Oxygen and Hydrogen Gas.

C. H. FINLEY CO.—President Brand, Statesman Brand, Ambassador Brand, Roasted Coffee.

PEYTON PACKING CO.—Packing House Products, Government Inspected.

PURITY BAKING CO.—Bread, Cakes and Pies.

W. D. WISE & CO.—Perfection Brand Hen Foods, Perfection Brand Chick Foods, Perfection Brand Pigeon Feed and Mash, Perfection Brand Bird Feed Mixture, Perfection Brand Lawn Grass Mixture.

EL PASO DAIRY CO.—Certified Milk, Special Milk, Country Milk, Skimmed Milk and Bulgarian Buttermilk.

ERVIN MANUFACTURING CO.—Successors to the Acme Mattress Co., makers of the "Challenge" Mattress.

EL PASO TENT & AWNING CO.—Tents, Awnings, Camp Furniture and everything in Duck or Canvas.